

# Football price tag: \$105 million

That's what the game brings in from advertisers;  
on other side of the coin broadcasters pay leagues  
and colleges over \$48 million for TV-radio rights

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The annual fall madness that begins in the summer and extends into late January will cost radio and television stations and networks \$48,810,215 this year in rights. The figure, compiled in BROADCASTING's annual survey, will be for football game rights to 25 professional teams and 124 colleges and universities.

The total is an increase of \$2,705,010 (5.8%) from the 1966 figure of \$46.1 million. It breaks down to \$45,519,000 from the radio and TV networks for college and pro games, an increase of 5.3% from 1966; \$1,270,000 in local radio rights to the 16 NFL teams; \$245,000 in preseason TV game rights for NFL; \$438,000 in local radio rights for the nine AFL teams; \$85,000 in preseason TV game rights

for AFL, and \$1,253,215 in local radio and delayed TV rights to 124 schools. These college games will be carried on 2,066 radio stations and 233 TV stations (see page 28).

To sell an airline ticket, an automobile, an insurance policy, a tank of gasoline, a six-pack of beer, a carton of cigarettes, a set of tires or the always handy dispenser of razor blades, sponsors at the national, regional and local level will ante up about \$105 million. This will buy them: spots within the games; spots at halftime; half-time newscasts; pregame shows; pre-pregame shows; postgame shows; post-postgame shows; midweek highlights; daily five-minute features; interviews with the coaches, players, trainers, equipment managers, band directors, cheerleaders

and mascots.

**Not All Profit** ■ At first glance it may look like the stations and networks will make \$56 million on the deal. But once the rights are paid, radio and TV operations still have to worry about talent, production and line costs, all of which take big hunks of that \$105 million.

The lineup of teams and bowl games on the TV networks hasn't changed significantly from 1966 and is not expected to show a material change until 1970 and then it'll again be every network for itself. NBC-TV is entering the third year of its five-year contract with the American Football League. CBS-TV is in the final year of its two-year pact with the National Football League, but it has an option for two

## What networks pay for radio-TV football rights

|                        |                                 |              |         |          |                       |                          |              |         |
|------------------------|---------------------------------|--------------|---------|----------|-----------------------|--------------------------|--------------|---------|
| <b>ABC Radio</b>       | College All-Star game           | \$ 50,000    | (1)     | Aug. 4   |                       | <b>NFL Championship</b>  | 2,000,000    | Dec. 31 |
|                        | Notre Dame football             |              |         | Sept. 23 |                       | Cotton Bowl              | 225,000      | Jan. 1  |
| <b>ABC Radio Total</b> |                                 | \$ 50,000    |         |          |                       | NFL Playoff Bowl         | 500,000      | Jan. 7  |
| <b>ABC-TV</b>          | Coaches All-America game        | 85,000       |         | July 8   | <b>CBS-TV Total</b>   | NFL-AFL Super Bowl       | 2,500,000    | Jan. 14 |
|                        | College All-Star game           | 175,000      |         | Aug. 4   |                       | NFL Pro Bowl             | 700,000      | Jan. 21 |
|                        | NCAA college games              | 7,750,000    |         | Sept. 16 | <b>MBS</b>            | Liberty Bowl             | \$ 3,000     | Dec. 16 |
|                        | NCAA college championship games | 50,000       |         | Dec. 9   |                       | Bluebonnet Bowl          | 3,000        | Dec. 23 |
|                        | Liberty Bowl                    | 100,000      |         | Dec. 16  | <b>MBS Total</b>      | Sun Bowl                 | 3,000        | Dec. 30 |
|                        | Bluebonnet Bowl                 | 150,000      |         | Dec. 23  |                       |                          | \$ 9,000     |         |
|                        | North-South Shrine game         | 75,000       |         | Dec. 25  | <b>NBC Radio</b>      | Sugar Bowl               | (4)          | Jan. 1  |
|                        | Gator Bowl                      | 140,000      |         | Dec. 30  |                       | Rose Bowl                | (4)          | Jan. 1  |
|                        | Hula Bowl                       | 50,000       |         | Jan. 6   |                       | Orange Bowl              | (4)          | Jan. 1  |
| <b>ABC-TV Total</b>    |                                 | \$ 8,575,000 |         |          | <b>NBC-TV</b>         | American Football League | \$ 7,700,000 | Sept. 3 |
| <b>CBS Radio</b>       | NFL Championship                | (2)          | Dec. 31 |          |                       | AFL Championship game    | 1,200,000    | Dec. 31 |
|                        | Cotton Bowl                     | (2)          | Jan. 1  |          |                       | East-West Shrine game    | 300,000      | Dec. 30 |
|                        | NFL Playoff Bowl                | (2)          | Jan. 7  |          |                       | Sugar Bowl               | 300,000      | Jan. 1  |
|                        | NFL-AFL Super Bowl              | (2)          | Jan. 14 |          |                       | Rose Bowl                | 1,000,000    | Jan. 1  |
|                        | NFL Pro Bowl                    | (2)          | Jan. 21 |          |                       | Orange Bowl              | 300,000      | Jan. 1  |
| <b>CBS-TV</b>          | NFL preseason games             | (3)          | Aug. 9  |          |                       | Senior Bowl              | 35,000       | Jan. 6  |
|                        | Natl. Football League           | \$20,000,000 | Sept. 7 |          |                       | AFL All-Star game        | (5)          | Jan. 20 |
|                        | NFL Coastal-Central Divisions   | (3)          | Dec. 23 |          | <b>NBC-TV Total</b>   |                          | \$10,835,000 |         |
|                        | NFL Century-Capitol Divisions   | (3)          | Dec. 24 |          | <b>Networks Total</b> |                          | \$45,519,000 |         |
|                        | Blue-Gray game                  | 125,000      | Dec. 30 |          |                       |                          |              |         |

(1) ABC Radio rights included in ABC-TV contract.  
(2) CBS Radio rights included in CBS-TV package.  
(3) Rights included in NFL package.

(4) NBC Radio rights included in NBC-TV package.  
(5) All-Star game and AFL Championship game bought as package.

## FOOTBALL PRICE TAG: \$105 MILLION continued

more years. ABC-TV is in the last year of its two-year contract with the National Collegiate Athletic Association and it also has an option for two more years. It would be hard to find a better along New York's Avenue of the Americas, otherwise known as network boulevard, who would give odds on either ABC or CBS refusing to pick up their options.

Thus when the 1969 season has finally ended—sometime in early 1970—the AFL, NFL and NCAA contracts will be on the open market and the sponsors will moan, as they did when the last contracts were negotiated in

diums, some of them in the top markets, and more availability of color remote equipment. The color manufacturers have pretty well filled orders for studio gear, but there still appears to be a shortage of cameras in remote units.

This point became particularly noticeable when stations reported they would pick up only a few preseason games in color. In some cases they cited lack of field lighting, but generally they said there just wasn't enough color equipment available for the remotes.

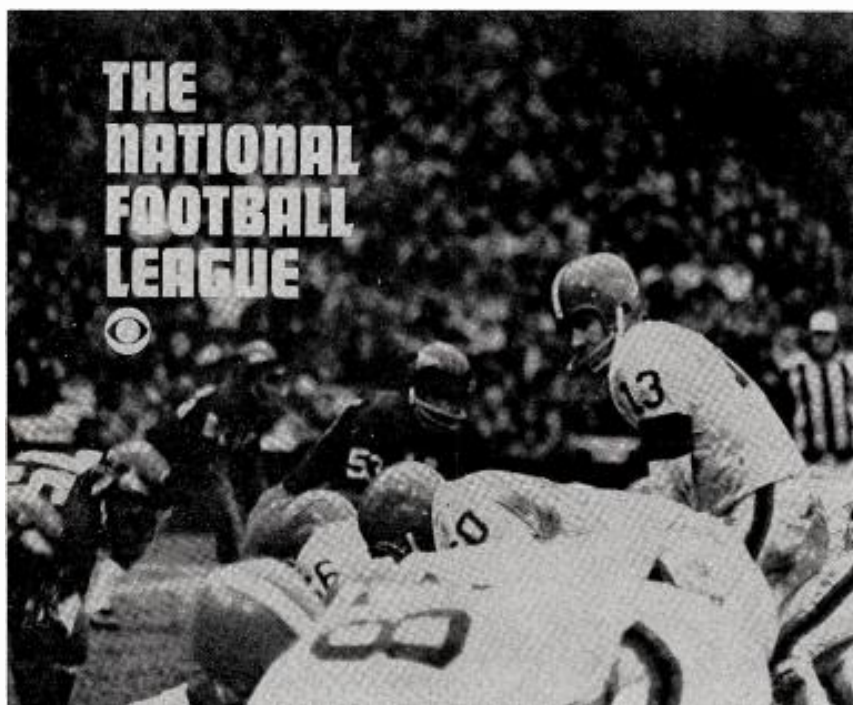
CBS-TV this year gains a 16th NFL

past-history status when the AFL-NFL merger is effected in 1970.

For 1967 CBS is covering the entire NFL schedule with the exception of no night games. Plans call for telecasting 121 games, 15 more than last year. The network also expects to boost its colorcasts from 48% of games in 1966 to 80% this year.

Some 110 regular season games will be carried, including night contests on Oct. 30 and Nov. 23. During the exhibition season, CBS is showing five games.

Besides the Super Bowl, Playoff Bowl, NFL Championship, Pro Bowl and All-Star games, the CBS postseason lineup includes two new divisional playoffs: the Coastal-Central game of



1966, that the networks are offering the teams too much money and are pricing the games out of reach.

For all these continuing cries of clients, the networks haven't really found a sponsor shortage. What they have done is to cease selling the games in big blocks and like any prime-time show have opened the games to participations a plenty.

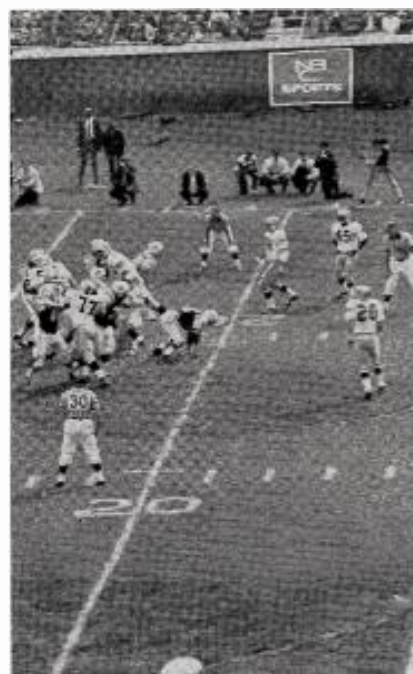
This same theory is being followed by some radio-TV stations that have acquired local rights to the pro teams. The big regional and national spenders that used to take up to one-half sponsorships now have more money committed to the network productions. So the stations have gone the participation route and are finding the games easier to sell.

**More Color** ■ Although more games will be seen in color this year, there won't be 100% color pickups until two technical problems are solved. Better lighting for night games in many sta-

team, the New Orleans Saints. And with the acquisition the network gets a bill: an extra \$1,250,000 in rights, raising its NFL total to about \$20 million per year.

Late last December CBS and NBC found themselves splitting the first AFL-NFL Super Bowl, with each network picking up a \$1 million tab. In January 1968 and in January 1970 CBS has sole rights to pro football's game of games and NBC gets it in January 1969. Each game will cost the respective network \$2.5 million.

Adding up its present outlays and taking CBS at its word that it has "every intention" of picking up the NFL options for 1968-69, the network will be paying \$5 million for two Super Bowls, \$6 million for three NFL championship games, \$2.1 million for three Pro Bowls, and \$1.5 million for three playoff bowls, the second-place teams in each conference. This last game is expected to be relegated to



the Western Conference, and the Century-Capitol game of the Eastern Conference. They'll be played Dec. 23-24, respectively.

Again this year, CBS plans to televise sans hometown blackouts. However, seven of its doubleheader dates will find only one game being fed to the area where a game is being played.

**Sales Good** ■ CBS reports over 90% sellout of its Plan A package of 21 games at \$75,000 per minute and over 50% sold in its Plan B of 16 games at \$48,000 per minute. Included in Plan B is Philip Morris, a NFL sponsor since 1954, which turned down a participation in the A plan and wasn't expected to switch to B plan (BROADCASTING, July 10).

CBS's pregame show has been extended to a half hour this year and has been sold as a 24-program package at \$27,500 per minute. The postgame show, still 15-minutes, has a \$35,000 per minute tag.

In other postseason activity, CBS is in the third year of a 10-year contract for the Blue-Gray game and is in the final year of a five-year Cotton Bowl pact.

NBC which sweetened its AFL pot by \$500,000 a year starting with the entry of the Miami Dolphins in 1966, has been given a year's advance notice that it will have to come up with even more money in 1968-69 when the new Cincinnati team starts league play.

This year NBC will telecast 58 games, the same number as last year, but will join CBS in showing double-headers. It has scheduled 11 double-headers, 10 on Sundays and one on Thanksgiving Day.

"Except for isolated cases", NBC

other three contests.

As usual Curt Gowdy and Paul Christman will be the primary AFL announcing team, this year with a new partner, Kyle Rote. The back-up teams will be Charlie Jones and George Ratterman, and Jim Simpson and Elmer Angsman.

ABC will again pay the NCAA schools \$7,750,000 in rights this year but the ante for the option years of 1968-69 will go up to \$8,250,000 per. These prices include \$50,000 yearly for championship games in the NCAA college division.

**One Change** ■ Looking back to Nov. 19, 1966 when a national tragedy was narrowly averted by ABC's moving the Notre Dame-Michigan State game to a

placed over the Bluebonnet Bowl, the Coaches' All-America game last month and last weekend's College All-Star game. About 75% of the North-South game and Gator Bowl has been sold.

Chris Schenkel, Bud Wilkinson and Bill Fleming will again be the primary announcers for the NCAA games.

Mutual last week announced it would pick up the Liberty, Bluebonnet and Sun Bowls, said it was working on its Pick of Dixie game series (CLOSED CIRCUIT, July 17), then turned around and said the Dixie series was out because arrangements were getting too complex. The Liberty and Bluebonnet Bowls will be on ABC-TV. The Sun Bowl, an NBC-TV property, has been dropped by that network this year.

The Dixie series, which was to draw from southern and southwestern college games on Friday and Saturday evenings, had been penciled in the MBS schedule in place of the Army football games, which MBS had carried for several seasons. Mutual said affiliates were still strong on the Army-Navy game but national interest wasn't high for the rest of Army's schedule.

**Army's Price** ■ Army is reportedly offering its schedule for \$50,000 this year and an announcement on its broadcast status is expected within two weeks.

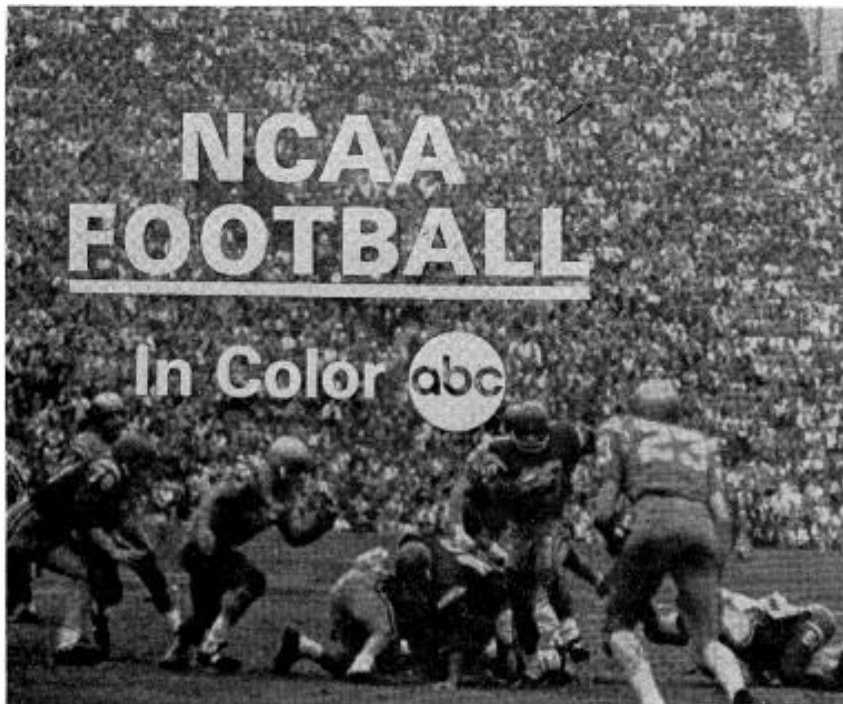
The Army-Navy game reportedly carries a \$25,000 tag this year and Mutual still has interest in the game. ABC Radio said it had bid on the game but has since pulled out. WHN New York said it had bid on the entire Army schedule including the Army-Navy game, but negotiations have fallen through.

All this football has to be sold to someone and so far 83 sponsors have gone to the dotted line for radio and TV network coverage, including pre- and postgame programming. Last year at this time there were 90 network sponsors and two years ago there were only 69.

One noticeable increase this year is the number of tri-TV network sponsors. As of Thursday (Aug. 3) there were eight, compared to only two at this time last year. This year's group includes United Air Lines and Allstate Insurance, both through Leo Burnett; American Tobacco through BBDO; Liggett & Myers through J. Walter Thompson; R. J. Reynolds through William Esty; Buick through McCann-Erickson; Gillette through Clyne Maxon, and Polaroid through Doyle Dane Bernbach. Another 13 sponsors have bought at least two of the TV networks.

The major category of network sponsors are: gasoline, beer and insurance with seven each; automobiles with six; airlines and cigarettes with five each, and tires with three.

In the local radio and local preseason



expects to have its entire AFL schedule in color.

Last year only 39 AFL games were colorcasts.

In addition to the AFL regular season games, NBC's lineup includes the AFL Championship and All-Star games and five postseason college games: the Sugar, Orange and Rose Bowls, East-West Shrine game and Senior Bowl. The Shrine game, an annual fixture on NBC, moves to ABC next year under a new contract.

NBC says its national package, including the two AFL postseason games, is about 80% sold out. Prices to sponsors are running from \$27,000 for one minute per game; \$26,000 for two minutes to \$25,000 for three minutes. Also nearly sold out is the 15-minute postgame AFL Scoreboard at \$15,000 per minute.

In the college arena, NBC says the Rose and Orange Bowls are sold out and that it has limited availabilities in the

national telecast, the network has already cleared that game for national coverage this year. Otherwise the college lineup will look basically the same with eight national and 24 regional contests.

That Notre Dame-Michigan State game last year was part of a regional doubleheader and ABC intends to go the same route in 1967. A doubleheader has been scheduled for Nov. 25. Four games will be involved, with two games going to various sections of the country. At least 15 games will be in color this year.

ABC plans to expand its Saturday *Wide World of Sports* program to take in the Bluebonnet Bowl on Dec. 25 and the Hula Bowl on Jan. 6, 1968. The latter game will be a live satellite feed from Hawaii.

ABC said about one-and-a-half minutes remain unsold in the NCAA schedule with sponsors paying \$48,000 per minute. Sold-out signs have been

TV sponsorships, Household Finance through Needham, Harper & Steers is by far the most active account. It will sponsor play-by-play of four teams and have sponsorship of the adjacent programming of four other teams. Also active in this category are Dodge Dealers through BBDO; Ford Dealers through JWT; Humble Oil through M-E; Falstaff through Dancer-Fitzgerald-Sample, and Chrysler-Plymouth through Young & Rubicam.

One growth area of sponsors seems to be among the airlines. American, Eastern, National and Trans World have joined United in national coverage. On the regional level, Braniff, Continental, Mohawk, Trans Texas, Alitalia and Olympic have made purchases.

One disheartening note to the 1967 football picture is found in the Continental League. Last November the then-Overmyer Network said it would pick up the Continental League games this year. The Overmyer Network then became the United Network, then United folded. Now Continental teams and teams from the other four or five minor leagues are signing local radio-TV contracts where they can.

## NATIONAL LEAGUE

**Atlanta Falcons** ■ WQXI Atlanta expects a lineup of 80 radio stations in Georgia, Alabama, Tennessee, North and South Carolina and Florida to carry the five preseason and 14 regular-season games of the Falcons. The two pregame shows and the games are fed to the network for local sale. The games will be sponsored on WQXI by

Household Finance through Needham, Harper & Steers; P. Lorillard through Lennen & Newell; Sinclair Oil through



Geyer, Morey, Ballard; Ford Dealers through J. Walter Thompson, and Kentucky Fried Chicken through Chuck Shields Advertising. The two pregame shows, *Norb Hecker Show* and an interview show conducted by Jack Hurst are still open. Mr. Hurst and Bud Erickson will announce the games on radio.

WAGA-TV Atlanta will carry all five preseason games, the one home game in Atlanta will be taped for showing the following day. The games and the two pregame shows during the regular NFL season are sold out as spot carriers. Ed Thilenius and John Sauer will do play-by-play and color for all TV games. Mr. Thilenius will also handle the *Falcon Faces* pregame show. The second pregame show will feature the Falcons' coach, Norb Hecker.

**Baltimore Colts** ■ WCBM Baltimore will feed the Colts' 19-game schedule, including five exhibitions, to a 35-station radio network in Maryland, West



Virginia, Pennsylvania, Virginia, North Carolina and Washington, D. C. National Brewing Co. through W. B. Doner will be one-fourth sponsor on

WCBM and be up to one-half sponsor on network stations. Other sponsors on WCBM, all participating, are: Baltimore Sunpapers through Van Sant, Dugdale; Dodge Dealers through BBDO; Humble Oil and Coca-Cola, both through McCann-Erickson; Commercial Credit Corp. through Doner; Green Spring Dairy through Emery, and Utz Potato Chips through Torrieri-Myers. Announcers will be Frank Messer and Bill O'Donnell. Mr. Messer will handle the pregame show, co-sponsored by Union Federal Savings & Loan through S. A. Levine, and Luskin's Discount Stores placed direct. The postgame show with Jimmy Orr will be sponsored by D&H Distributing through R & L Advertising. The *Monday Morning End Result* will be sponsored by Crown Petroleum through VSD.

WMAR-TV Baltimore will carry three preseason games. Two will be co-sponsored by Western Electric through Cunningham & Walsh and National Brewing. The third game has Western Electric with one-half, National Brewing with one-quarter and Union Trust Co. through H. W. Buddemeier with one-quarter. Jim Mutscheller and Mr. O'Donnell will handle the games. During the NFL season WMAR-TV will carry a half-hour pregame show *Football Preview*, with Jack Dawson and Mr. Mutscheller. It is co-sponsored by Coca-Cola and Norelco through Torrieri-Myers. On CBS-TV, Chuck Thompson will call the Colts' games with Mr. Mutscheller.

**Chicago Bears** ■ The Bears have no radio network but WGN Chicago will again air two preseason and 14 regular season contests of the team. For the 22d year the basic rights owner, Standard Oil division of American Oil Co. through D'Arcy Advertising, will be a co-sponsor with G.



Heileman Brewing Co. through McCann-Erickson. The warmup show will again be sponsored by Robert Hall clothes through Arkwright Advertising and the postgame scoreboard will again be sponsored by Household Finance Corp. through Needham, Harper & Steers. Jack Brickhouse will do play-by-play; Irv Kupcinet, color.

WBBM-TV Chicago will carry four preseason games including one in color. Quarter sponsorships (four minutes each) have been signed by Philip Morris through Leo Burnett, Ray-O-Vac through Howard Monk Advertising, Heileman through M-E and Shell Oil through Ogilvy & Mather. The two additional minutes available per game are being split between Continental Airlines through NH&S and Uptown Federal

## Radio and local TV revenues of major colleges

| Conference       | Schools | Radio Stations | TV Stations | Total Revenues |
|------------------|---------|----------------|-------------|----------------|
| AAWU             | 8       | 120            | 10          | \$ 323,575     |
| Atlantic Coast   | 8       | 237            | 14          | 60,100         |
| Big 8            | 8       | 186            | 23          | 61,100         |
| Big 10           | 10      | 210            | 23          | 198,050        |
| Big Sky          | 5       | 19             | 3           | 2,250          |
| Ivy League       | 8       | 39             | 5           | 22,800         |
| Mid-America      | 7       | 38             | 5           | 6,750          |
| Missouri Valley  | 5       | 12             | 1           | 16,500         |
| Southeastern     | 10      | 401            | 49          | 210,200        |
| Southern         | 9       | 71             | 9           | 17,090         |
| Southwest        | 8       | 150            | 2           | 93,000         |
| Western Athletic | 6       | 53             | 4           | 25,800         |
| Independents*    | 32      | 530            | 85          | 216,000        |
| Total            | 124     | 2,066          | 233         | \$1,253,215    |

\* Does not include Notre Dame revenues from ABC Radio.

Savings through Advertising Division Inc. The pregame *Eye on the NFL* will be tri-sponsored by Hormel through BBDO, Ray-O-Vac and Portable Electric Tool Co. through Craigle & Paulsen. Frank Sweeney and George Connor will handle the games. Lindsey Nelson and Mr. Connor will handle the Bears' games on CBS-TV.

**Cleveland Browns** ■ WERE Cleveland is in the final year of its three-year pact with the Browns and is key station feed-



ing a network of about 60 radio stations in Ohio, Kentucky, Indiana, West Virginia, Pennsylvania, New York and possibly Massachusetts. First of seven exhibition games began Saturday (Aug. 5). Stroh Brewery through Zimmer, Keller & Calvert and Sun Oil through William Esty Co. each take one-fifth of the season game package on the network (including pre-season events). General Cigar through Young & Rubicam takes a one-fifth on WERE. Two-fifths are open. Alitalia Airlines through Charles Getz Advertising and Retail Clerks International Association through Jack Sharp Advertising have renewed the pregame *Sideline Interviews*, and Alitalia renews co-sponsorship of the postgame *Scoreboard* with the other half taken by Doraty Motors through Sharp. Gib Schanely will do play-by-play with Jim Graner on color.

WJW-TV Cleveland is carrying only one preseason game, apart from the regular network schedule. One-quarter sponsors are Mainline RCA through Vanguard Advertising, Rzepra Construction Co. through Jack Sharp Advertising and Associated Estates through Bob Craig Advertising. One-fourth is still open. Frank Gliieber and Warren Lahr will announce the network games.

**Dallas Cowboys** ■ KLIF Dallas is again originating the 19-game schedule, including five preseason, for a radio network of 61 stations, almost double last year's network.



Schlitz Brewing through Leo Burnett and Lincoln-Mercury through Kenyon & Eckhardt will be sponsors on the network. Sponsors on KLIF are Schlitz; Household Finance through Burnett; W. O. Bankston Oldsmobile through Bloom Advertising, and Oak Farms Ice Cream through Cole Fischer Rogow. KLIF will carry 10-minute pre- and postgame

shows. The postgame show will be sponsored by Hustle through Grant Advertising. Bill Mercer will call the games.

WFAA-TV Dallas-Fort Worth will carry the Cowboys' five exhibition games, three of them live and the other two aired the day after the game. Three will be in color. Lone Star Brewing through Glenn Advertising will be one-half sponsor with the remainder sold participating. Frank Fallon, Dave Lane and Eddie LeBaron will announce the games.

KRLD-TV Dallas-Fort Worth will carry the *Tom Landry Show*, a half-hour program with the Cowboys' coach preceding the Sunday CBS-TV regular season games. Also planned is a 15-minute show with Don Meredith and a nightly five-minute show with Pete Gent. Jack Buck and Eddie LeBaron will call the Cowboys' network games.

**Detroit Lions** ■ WJR Detroit is feeding a radio network of some three dozen stations for five exhibition games



plus the regular season. WJR locally will be carrying Detroit Tigers baseball during the pre-season period plus the first three regular season grid games so in Detroit these Lions' games will be aired again by wwj.

Marathon Oil through Campbell-Ewald has renewed one-half of the package on the network and one-quarter each has been taken by Stroh Brewery through Zimmer, Keller & Calvert and Ford Motor through J. Walter Thompson. On WJR the pregame and postgame features will be sponsored by Household Finance through Needham, Harper & Steers. A pre-pregame show, *Lions' Den* is still open. Detroit Auto Dealers Insurance Exchange through Stockwell & Marcuse has renewed the post-postgame syndicated feature *Pigskin Play-back*. Bob Reynolds will again do play-by-play and Ray Lane color.

WJBK-TV Detroit will air two preseason games. Sponsors are Marathon Oil through C-E, Ford through JWT and Altes Beer through W. B. Doner. Van Patrick again will do play-by-play and Sonny Grandelius will handle color for all TV games.

**Green Bay Packers** ■ WTMJ Milwaukee once again will originate a radio network of a half-dozen Wisconsin stations plus a bonus network of another 20 outlets for five exhibition games and the Packers' regular season. Thorp Finance renews on the network through Klau-Van Pietersom-Dunlap for one-half while Blatz Brewing through Kenyon & Eckhardt and Humble Oil

through McCann-Erickson each take one-quarter on the network. The pregame *Packers Preview* will be sponsored



by Jay Foods through Lilienfeld and the postgame scoreboard will be sponsored by Fazio's restaurant, placed direct. Ted Moore will do play-by-play.

WBAY-TV Green Bay again is producing three exhibition game video tapes which are aired on a following-day basis on a regional network of five stations. Local sponsors on WBAY-TV will be Pabst Brewing through K&E, and Ford Dealers association. Savings & Loan Association and Curtis-Mathes, all placed direct. WBAY-TV also is again packaging the *Vince Lombardi Show* for a network of five outlets with one-half sold to Mobil Oil through Doyle Dane Bernbach. Mobil also may pick up the other half. Exhibition game play-by-play will be done by Al Samson with Tony Canadeo handling color. Regular season games will feature Ray Scott and Mr. Canadeo.

**Los Angeles Rams** ■ KMPC Los Angeles begins its 19th year of Rams' coverage by feeding a 20-game sched-



ule, including six exhibitions to a 19-station radio network in California, Nevada and Arizona. Because of early-season conflicts with broadcasts of the California Angels base-

ball games, three Rams' contests will be carried in Los Angeles on KABC. Some of the other stations in the regional network, which have similar baseball conflicts, will tape the football games for delayed airing. The games will be equally sponsored by Chevron Dealers through BBDO; Household Finance through Needham, Harper & Steers; Jos. Schlitz Brewing through Leo Burnett, and State Farm Insurance through NH&S. The 15-minute pregame *Rams Warmup* is sponsored on KMPC by Kentucky Fried Chicken through Davis, Johnson, Mogul & Colombatto. The postgame *Rams Report* is sponsored on KMPC by Western Airlines through BBDO. The pregame and postgame shows are fed to the network for local sale. Dick Enberg and Dave Niehaus will handle play-by-play and color.

KNXT(TV) Los Angeles will carry the six preseason games, all on a delayed basis. Three of the games will be carried Sundays at 11 a.m. and three will be in prime time during the week. Five of the games will be in color. One-quarter sponsors for the games will

## These sponsors pay the bills for radio-TV network football

|                                                 |           |                             |                                                    |           |                                                                                |
|-------------------------------------------------|-----------|-----------------------------|----------------------------------------------------|-----------|--------------------------------------------------------------------------------|
| A. C. Spark Plugs (Burnett)                     | ABC       | NCAA                        | Norelco (LaRoche)                                  | CBS       | NFL                                                                            |
| Alcoa Aluminum (KM&G)                           | CBS       | NFL                         | Northwestern Bank (C-M)                            | CBS       | NFL (regional)                                                                 |
| Allied Van Lines (Y&R)                          | ABC       | College All-Star            | Noxzema (Esty)                                     | ABC       | Bluebonnet Bowl, Hula Bowl                                                     |
| Allstate Insurance (Burnett)                    | ABC       | Bluebonnet Bowl, Hula Bowl  | Pabst Brewing (K&E)                                | ABC       | Hula Bowl, College All-Star, Coaches All-America                               |
| American Airlines (DDB)                         | CBS       | NFL                         | Philip Morris (Burnett)                            | CBS       | NFL                                                                            |
| American Home (M-E)                             | NBC       | AFL                         | Phillips Petroleum (JWT)                           | NBC       | AFL                                                                            |
| American Oil (D'Arcy)                           | CBS       | NFL, Cotton Bowl            | Plymouth (Y&R)                                     | ABC Radio | Notre Dame half-time news                                                      |
| American Tobacco (BBDO)                         | ABC       | Coaches All-American        | Polaroid (DDB)                                     | ABC       | Coaches All-America                                                            |
| A. P. Cleaning Center Sales (Northwick Stolley) | NBC       | NFL (regional)              | Pontiac Motors (MJ&A)                              | CBS       | NFL                                                                            |
| Black & Decker (Van Sant, Dugdale)              | ABC Radio | College All-Star            | Prudential Insurance (Reach, McClintock)           | CBS       | NFL                                                                            |
| Bristol-Myers (Y&R)                             | CBS       | NFL                         | RCA (JWT)                                          | NBC       | AFL                                                                            |
| Buick (M-E)                                     | NBC       | AFL, AFL Scoreboard         | Revlon (Leber Katz Paccione)                       | NBC       | AFL                                                                            |
| Carling Brewing (LF&S)                          | ABC       | Bluebonnet Bowl, Hula Bowl  | R. J. Reynolds (Esty)                              | ABC       | NCAA, North-South, Bluebonnet Bowl, Gator Bowl, Coaches All-America            |
| Carter Products (SSC&B)                         | CBS       | North-South                 | Rockwell Power Tool (Marsteller)                   | ABC       | NFL                                                                            |
| Chevrolet (C-E)                                 | CBS       | Cotton Bowl, Blue-Gray      | Savings & Loan Foundation (M-E)                    | NBC       | Sugar Bowl, Orange Bowl, East-West                                             |
| Chrysler Corp. (Y&R)                            | NBC       | Sugar Bowl, East-West       | Schmidt's & Sons (Bates)                           | CBS       | NFL                                                                            |
| Coca-Cola (M-E)                                 | CBS       | NFL (regional)              | Shell Oil (O&M)                                    | ABC       | NFL (regional)                                                                 |
| Consolidated Cigar (L&N)                        | CBS       | NFL pregame                 | Shulton Inc. (Wesley)                              | CBS       | North-South, Bluebonnet Bowl, Hula Bowl, College All-Star, Coaches All-America |
| Continental Insurance (DDB)                     | NBC       | Orange Bowl, Sugar Bowl     | Simoniz (JWT)                                      | NBC       | NFL                                                                            |
| Delco (C-E)                                     | ABC       | NCAA                        | Sperry Rand (Y&R)                                  | ABC       | College All-Star                                                               |
| DuPont (Ayer)                                   | NBC       | AFL, Rose Bowl              | Squibb Products (L&N)                              | CBS       | AFL                                                                            |
| Eastern Air Lines (Y&R)                         | ABC       | NCAA                        | Standard Oil of Calif. (BBDO)                      | CBS       | NFL                                                                            |
| Eastman Kodak (JWT)                             | NBC       | Orange Bowl                 | Stanley Tools (BBDO)                               | NBC       | NFL (regional)                                                                 |
| Falstaff Brewing (D-F-S)                        | CBS       | NFL, NFL postgame           | State Farm Insurance (NH&S)                        | ABC       | AFL                                                                            |
| Firestone (C-E)                                 | ABC       | NFL, Cotton Bowl, Blue-Gray | Stewart-Warner (Ludgin)                            | ABC Radio | North-South, Gator Bowl, Notre Dame                                            |
| Ford (JWT)                                      | CBS       | NCAA pre- and post-games    | STP Division Studebaker (Stern, Walters & Simmons) | CBS       | NFL                                                                            |
| General Electric (Grey)                         | ABC       | Cotton Bowl, Blue-Gray      | Sun Oil (Esty)                                     | ABC       | College All-Star, College All Star                                             |
| Gillette (DDB)                                  | CBS       | Coaches All-America         | Sunray DX (Gardner)                                | CBS       | NCAA (regional)                                                                |
| B. F. Goodrich (BBDO)                           | NBC       | Rose Bowl                   | TWA (FC&B)                                         | ABC       | NFL (regional)                                                                 |
| Goodyear (Y&R)                                  | ABC Radio | Notre Dame                  | United Air Lines (Burnett)                         | ABC       | AFL                                                                            |
| Haggar Slacks (Tracy-Locke)                     | ABC       | NCAA, Coaches All-America   | United California Bank (Wasey)                     | CBS       | Bluebonnet Bowl, Hula Bowl                                                     |
| Hamm Brewing (C-M)                              | CBS       | NFL                         | United Motors Service (C-E)                        | NBC       | NFL pre-game                                                                   |
| Hartford Insurance (LaRoche)                    | NBC       | NFL (regional)              | V-M Corp. (Rink Wells)                             | ABC Radio | AFL, AFL Scoreboard, Orange Bowl                                               |
| Homelite (Sutherland-Abbott)                    | ABC       | East-West, Senior Bowl      | Wembley Ties (Henderson-Saussy)                    | CBS       | NFL                                                                            |
| Insurance Co. of North America (Ayer)           | NBC       | NCAA                        | J. B. Williams (Parkson)                           | ABC       | Bluebonnet Bowl, Hula Bowl                                                     |
| Jackson Brewing (RQ&W)                          | ABC       | NFL (regional)              | Wolverine Worldwide (MJ&A)                         | ABC Radio | College All-Star                                                               |
| John Hancock Mutual (M-E)                       | CBS       | College All-Star            | WTS-Pharmcraft (DDB and Rumrill-Hoyt)              | ABC       | College All-Star, Coaches All-America                                          |
| H. D. Lee (Grey)                                | ABC       | Bluebonnet Bowl, Hula Bowl  | Zale Corp. (Bloom)                                 | CBS       | NFL                                                                            |
| Levi Strauss (HC&H)                             | CBS       | NFL, NFL post-game          |                                                    | CBS       | NFL (regional)                                                                 |
| Liggett & Myers (JWT)                           | ABC       | AFL Scoreboard              |                                                    |           |                                                                                |
| P. Lorillard (Grey)                             | NBC       | NFL                         |                                                    |           |                                                                                |
| Marathon Oil (C-E)                              | CBS       | Coaches All-America         |                                                    |           |                                                                                |
| McCulloch (M-E)                                 | ABC       | Bluebonnet Bowl, Hula Bowl  |                                                    |           |                                                                                |
| National Airlines (PK&L)                        | CBS       | NFL                         |                                                    |           |                                                                                |
| National Brewing (Doner)                        | NBC       | AFL                         |                                                    |           |                                                                                |
|                                                 | CBS       | NFL, Cotton Bowl            |                                                    |           |                                                                                |
|                                                 | CBS       | NFL (regional)              |                                                    |           |                                                                                |
|                                                 | ABC       | NCAA pre- and post-game     |                                                    |           |                                                                                |
|                                                 | NBC       | Sugar Bowl                  |                                                    |           |                                                                                |
|                                                 | CBS       | NFL (regional)              |                                                    |           |                                                                                |

## FOOTBALL PRICE TAG: \$105 MILLION continued

be Sears, Roebuck through Star Advertising; Volkswagen Dealers through Doyle Dane Bernbach; Shell Oil through Ogilvy & Mather, and Theo. Hamm Brewing through Campbell-Mithun. The pregame show is still open. Gil Stratton will call the games and Don Paul will handle color for all TV games.

**Minnesota Vikings** ■ Wcco Minneapolis is originating a regional radio network of about 35 stations for five exhibition games plus regular season. North Star Features is the packager and the games are sold locally in each market. On wcco the games have been renewed for one-

half each by Midwest Federal Savings and Loan through M. R. Bolin and Ford Dealers through J. Walter Thompson. The pregame show has been renewed by Minnesota Coca-Cola Bottling Co., placed direct, and the postgame scoreboard has been renewed by Quarterback Sports Federation (drive-in chain), also direct. Ray Christiansen and Paul Giel will announce.

Wcco-TV Minneapolis will telecast four exhibition games. Twin City Federal through Colle-McVoy, Blue Cross through Harold C. Walker Advertising, McDonald's Corp. (drive-in) through Jaffe-Naughton-Rich and North American Van Lines through Art Gruber Associates each take one-quarter. Hal Scott will do play-by-play and Pete Elliott will do color for both the exhibition and regular season network games.

**New Orleans Saints** ■ WWL will originate six exhibitions and the 14-game regular season schedule to a radio network of 22 stations in Louisiana, Mississippi, Arkansas and Alabama. Falstaff Brewing through Dancer-Fitzgerald-Sample and Humble Oil through McCann-Erickson will co-

sponsor all the games on the network, except for isolated cases in which the stations will sell the games themselves. There will also be 15-minute pregame and postgame shows packaged to the network. Al Wester and Maury Magill will call the games.

WWL-TV New Orleans will carry five exhibitions, all on tape the day after the game. Two of them will be in color. Falstaff, Allstate Insurance through Leo

Burnett, Home Finance through Fitzgerald, and Briarwood Homes through Ted Liuzza & Associates will be one-fourth sponsors. Don Criqui and Norm Van Brocklin will announce all the TV games. During the regular season, Paul Hornung will do 15-minute shows on Saturday and preceding the Sunday CBS-TV game, as well as a five-minute daily feature. Tom Fears, Saints' coach will also have a half-hour Saturday show. Maison Blanche through Fitzgerald is half sponsor of the coach's program.

**New York Giants** ■ WNEW New York and the Ivy Broadcasting Co. will again cover the 19-game regular and preseason schedules with separate feeds, in the final year of a two-year contract. Ivy will feed the games to more than 90 radio stations on the East Coast from Maine to Virginia. Mohawk Air-

lines through Anderson, Hutchins & Seeds will be a sponsor on most of the network. Pre-and postgame shows will also be fed to the network. Woody Erdman, Dick Lynch and Don Smith will announce the games and adjacent shows.

On WNEW the games are sold to P. Ballantine through Sullivan, Stauffer, Colwell & Bayles; Howard Clothes through Mogul, Baker, Byrne & Weiss; Liggett & Myers through J. Walter Thompson, and Manufacturers Hanover Trust Co. through Young & Rubicam. Pre-and postgame shows will be sponsored by American Airlines through Doyle Dane Bernbach; Bristol-Myers through Y&R; Sinclair Oil through Geyer, Morey, Ballard; Standard Brands through Ted Bates, and Volvo through Scali, McCabe & Sloves. Marty Glickman, Al DeRogatis and Chip Cipolla will handle the pregame show with Messrs. Glickman and DeRogatis calling the games. Mr. DeRogatis will do the postgame *Locker Room Report*.

WCBS-TV New York will carry three preseason contests and WPIX(TV) New York will carry one exhibition game on Sept. 3. Sponsors are not set for the WPIX game. Sponsors on WCBS-TV will be Olympic Airways through Lampert Advertising; Philip Morris through Leo Burnett; Piels Brewing through Papert, Koenig, Lois, and First National City Bank through J. Walter Thompson. Jack Whittaker and Frank Gifford will call those games and the Giants' regular network schedule.

**Philadelphia Eagles** ■ WCAU Philadelphia will broadcast six preseason and

the 14 regular-season games to a 17-station radio network in Pennsylvania, Delaware and New Jersey. Buying one-quarter sponsorship is P. Ballantine, through Sullivan, Stauffer, Colwell & Bayles, Sun Oil, through

William Esty; Chrysler-Plymouth Dealers, through Young & Rubicam; one eighth sponsorship has been purchased by Hanover Shoes through W. B. Doner, and one-eighth remains unsold. Jack McKinney will handle the pregame *Around the NFL* pregame show and the postgame show. Andy Musser and Charlie Gauer will do play-by-play and color during the games. Other related shows include a 10-minute *Football Preview* sponsored by Household Finance, through Needham, Harper Steers and a 10-minute *Pro Football Roundup*, sponsored by Underwriters Brokerage Service.

WCAU-TV Philadelphia will broadcast four of the Eagles preseason games, one of them live. One-quarter sponsorship goes to P. Ballantine through Sullivan, Stauffer, Colwell & Bayles. The rest is sold locally. Tom Brookshier and Stu Nathan will do the games.

WKBS-TV Burlington, N. J.-Philadelphia is carrying one exhibition game. One-quarter sponsors already signed are C. Schmidt & Sons through Ted Bates, Chevron Oil Co. through BBDO, and Pennsylvania Bell through Gray & Rogers.

**Pittsburgh Steelers** ■ KDKA Pittsburgh will originate the five exhibition and 14 regular-season games to a 29 station

media network. Sun Oil through William Esty, Duquesne Brewing through Lando and Mellon Bank through Fuller & Smith & Ross each have one-fourth on KDKA and the net-

work. Foodland Markets through Lando also had one-eighth on KDKA. The remainder of the time is sold locally. Pre-and postgame shows are also to be fed to the network. Tom Bender and Jack Fleming will handle the games and adjacent programing.

KDKA-TV Pittsburgh will carry the five exhibition games, all of them on a one-day tape delay. Joe Tucker and Bill Burns will announce the Steelers' TV games.

**St. Louis Cardinals** ■ KMox St. Louis once again is originating games for a regional radio network of more than 50 stations in Missouri, Illinois, Kentucky, Indiana, Tennessee and Nebraska with



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13 half-hour color TV sports specials



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| KVII-TV Amarillo, Texas               | KVKM-TV Monahans, Tex.       |
| WJBF Augusta, Ga.                     | WCOV-TV Montgomery, Ala.     |
| WHIO-TV Dayton, Ohio                  | KOCO-TV Oklahoma City, Okla. |
| KELP-TV El Paso, Texas                | WEEK-TV Peoria, Ill.         |
| WTVW-TV Evansville, Ind.              | WJAR-TV Providence, R.I.     |
| WNEM-TV Flint/Saginaw/Bay City, Mich. | WREX-TV Rockford, Ill.       |
| WANE-TV Ft. Wayne, Ind.               | KNTV San Jose, Calif.        |
| KREX-TV Grand Junction, Colo.         | WNYS-TV Syracuse, N.Y.       |
| WZZM-TV Grand Rapids, Mich.           | WIBW-TV Topeka, Kansas       |
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## FOOTBALL PRICE TAG: \$105 MILLION continued

Falstaff Brewing through Dancer-Fitzgerald-Sample taking one-half as prime sponsor. The schedule includes five ex-



hibitions plus regular season. Locally on KMOX, General Finance Corp. through Post Keyes, Gardner is taking one-quarter and Mercantile Trust Co. through D'Arcy Advertising is taking one-eighth with one-eighth still open. KMOX has three pregame shows this year. *Cardinal Highlights* has been taken by United Savings and Loan through Advertising Associates of St. Louis; the *Jack Buck Show* will be sponsored by Hamilton Jewelry, placed direct, and the immediate pregame feature is still open. Postgame *Star of the Game* has been taken by Alitalia Airlines through Charles Goetz Advertising. Jay Randolph will do play-by-play with Ray Geracy handling color. Because of conflicts with the St. Louis (baseball Cardinals, KMOX will be carrying the exhibition games and at least the first three regular schedule contests on tape. Live broadcasts for those games will be on KSD St. Louis from the KMOX network feed. When KMOX picks up the live football broadcasts, its feed will continue to be heard through the season on KSD. The pregame show on KSD will be handled by Sonny Randle and the postgame show will be an AFL-NFL scoreboard.

KMOX-TV St. Louis will carry four exhibition games, all on video tape. Falstaff will sponsor one-half and the remainder is participating. The pregame feature is still open. Jack Drees will handle play-by-play with Mal Hammack doing color for all TV games.

**San Francisco 49ers** ■ KsFO San Francisco can boast the most far flung radio network in pro football with its feed of the five exhibition and 14 regular league games of the 49ers. In addition to the basic 13-station network in California and Nevada, the feed will also go to nine markets in



Alaska, to one station in Honolulu and to the station in Agana, Guam. The Alaskan, Hawaiian and Guamanian stations will sell the games locally. Sponsors for the regional coverage, each with one-fourth, are: Chrysler-Plymouth Dealers through Young & Rubicam; United Vintners through Honig-Cooper & Harrington; Household Finance

through Needham, Harper & Steers, and Standard Oil of California through BBDO. The 15-minute pregame show will be sponsored by New Century Beverages through Post, Keyes, Gardner and the 15-minute postgame show has been taken by Packard-Bell through Grove, Cappel, Pera & Rocky. Lon Simmons will do play-by-play and the postgame show, with Hugh McElhenny handling game color and Russ Hodges on the postgame show.

KTVU(TV) Oakland-San Francisco will carry two exhibition games, one in color. One-fourth sponsors are: Household Finance, Standard Oil of California, and General Brewing through BBDO. One-fourth is still open. KPX (TV) San Francisco will carry only the CBS-TV NFL schedule. Bob Fouts and Gordon Soltau will call the games on TV.

**Washington Redskins** ■ WMAL Washington will originate the five exhibitions plus the regular season schedule for 25



stations in the Middle Atlantic states. The games are sold locally. Sponsors on WMAL are Dodge Dealers through BBDO and Washington Gas Light Co., through Kal, Ehrlich & Merrick, each with one-fourth. The rest is open. The pregame show with Bobby Mitchell is still open. The *Locker Room Report* with Sam Huff after the game will be sponsored by Thompson Honor Dairy through Earle Palmer Brown. Steve Gilmartin and Mal Campbell will handle play-by-play and color.

WTOP-TV Washington will carry three preseason games, one of them in color. Pabst Brewing through Kenyon & Eckhardt has taken one-quarter of the games, with the remainder available. Jimmy Gibbons and Bill McColgan will call the games. During the network schedule, Mr. Gibbons will team up with Pat Summerall on the broadcasts.

## AMERICAN LEAGUE

**Oakland Raiders** ■ KNEW Oakland, in the second year of a three-year contract will feed the entire Raiders schedule to a 13-station radio network in California and Nevada. Union Oil Co. through Smock/Waddell; Grodins of California through The Wyman Co., and Central Valley Bank through Meltzer, Aron & Lemen will



sponsor the games. Volvo through Scali, McCabe & Sloves, and Lincoln-Mercury Dealers through Kenyon & Eckhardt will sponsor the pre- and postgame shows.

KTVU(TV) Oakland-San Francisco will carry four preseason games, two live and two taped. The taped games will be in color. At least three of the games will be fed to KTTV(TV) Los Angeles, which in turn may share its pickups with KFMB-TV San Diego. Sponsors and announcers for KTVU are not set. Sponsors on KTTV will be Kellogg Co. through Leo Burnett; Phillips Petroleum and Ford Dealers, both through J. Walter Thompson, and Harris & Frank Clothiers through Robert Svennson. Tom Kelly will do play-by-play for KTTV. The AFL network schedule will be carried by KRON-TV San Francisco.

**San Diego Chargers** ■ KFMB San Diego, in the third year of a four-year contract, will carry five preseason and



14 regular season contests and feed them to a 16-station regional network in California, Arizona and Nevada, a considerably larger network than in previous years. Lyle Bond will do the play-by-play and Bob Blum will do color. Co-sponsors are Union Oil Co. of California through Smock/Waddell, and Home Federal Savings & Loan Association through Lane & Huff/Advertising. Pre- and postgame shows, 15-minutes each, will be sponsored by Dodge Dealers through Cole Fisher Rogow.

KFMB-TV San Diego will carry one exhibition game. KOGO-TV San Diego will carry only the AFL schedule from NBC-TV.

**Boston Patriots** ■ WBZ Boston, in its second year of a three-year contract, will originate four



14 league games for a three-station radio network. Bob Starr and Gil Santos will again call the games. Sponsors are Citgo through Lennen & Newell, Liberty Mutual Insurance through BBDO, Volvo through Scali, McCabe & Sloves and Dodge Dealers through BBDO. A pregame show with Mr. Starr and Mike Holovak, and a postgame wrap-up with Messrs. Starr and Santos are planned.

WBZ-TV Boston will carry the NBC-TV AFL feeds.

**Buffalo Bills** ■ WBEN Buffalo will originate the preseason and regular



**Be the center of attention—with a new car from Chrysler Corporation.**

See the new Plymouth, Dodge, Chrysler and Imperial at your dealer's.  
And watch for the time and date as Chrysler presents a Bob Hope Comedy Special.  
Also see AFL football in action every week. All on NBC TV, in color.



league games for a 10-station statewide network to be fed by WBEN-FM. Marine Trust Co. of New York through BBDO takes one-half on WBEN and various segments on the network. C.

Schmidt & Sons through Ted Bates also has one-fourth on WBEN. The rest is sold participating. Van Miller will call the games and do the pre- and postgame shows. The pregame *Kickoff* is sponsored by Milk for Health, placed direct and Sotre Fixture Sales through Weil, Levy & King. The postgame scoreboard is sold to Kenmore Motors through Lloyd Mansfield and Bell Tire & Battery, placed direct.

WKBW-TV Buffalo will carry three preseason games sponsored by Genesee Brewing through William Esty, Liberty National Bank through Barber & Drulard, Blue Cross and Blue Shield through Comstock Advertising, Magnavox Dealers through Joseph Tartaro and Al Maroone Ford through Moss-Chase. Rick Azar will call the games. WGR-TV Buffalo will take the NBC-TV regular season feeds.

**Denver Broncos** ■ KTLN Denver, in the second year of a four-year contract will carry the five preseason and 14 regular season Bronco games. In all, the broadcasts will be heard on a 32-station Inter-mountain Network in Colorado, Wyoming and Nebraska. Humble Oil through McCann-Erickson and Jos. Schlitz Brewing



through Leo Burnett each bought one-fourth participations on the full network. The remaining time is sold locally in each market, with Public Service Co. of Colorado and Tynan Town Chrysler-Plymouth, both placed direct, picking up the time on KTLN. Bob Martin will call the games and Dick Carlson will do color. A 15-minute *Ask the Coach* show will be sponsored by First National Bank of Denver out of Sam Lusky & Associates. The 10-minute pregame show will be sponsored by Lefty Martin Appliance, placed direct. Harker B. Spensley Inc. Advertising, on behalf of Keefe Rambler, is picking up the 10-minute postgame program.

KOA-TV Denver will take the AFL schedule from NBC-TV. Ray-O-Vac Batteries through Howard H. Monk & Associates, will sponsor a show preceeding each telecast.

**Houston Oilers** ■ The team is doing its own packaging this year and KILT Houston will feed the games, including exhibitions, to a 16-station radio network in Oklahoma, Texas, New Mexico and Louisiana. Network sponsors are Lone Star Brewing through Glenn Advertising, South-



western Bell through Gardner Advertising, Schick Safety Razor through Compton Advertising and Dodge Dealers through BBDO. Phillips Petroleum through J. Walter Thompson has the pre- and postgame shows on the network. Bill Ennis will do play-by-play and Al Jamieson will handle color.

KPRC-TV Houston will carry one preseason game and feed it to a nine-

station TV network in Texas and Oklahoma. Lone Star Brewing is the principal sponsor on the network with the remainder sold locally. Other sponsors on KPRC-TV are Trans Texas Airways through Glenn; Aamco Transmissions through Evans Advertising, and Kirby Lumber Co. through Boone & Cummins. Charlie Jones will call the games with Dick Maegle on color. KPRC-TV will also carry the network schedule of AFL games. It will have a half-hour pregame show with Wally Lemm, Oilers' coach.

**Kansas City Chiefs** ■ KCMO Kansas City will originate for a radio network of some 45 stations in Kansas, Missouri and Oklahoma this year for five exhibition games plus the regular season. Interstate Securities through Ballantine Radford Advertising and Schlitz wholesalers through Mace Ad-



vertising are each taking one-quarter sponsorship of the network. On KCMO Fairmont Country Club Dairy through Bauer Tripp Foley is taking one-fourth. One-eighth parts also have been sold locally to Fleming Co. through Verne Siddal and Sanitone Cleaners, direct. KCMO's pregame *Pow Wow* has been sold to City National Bank through Biddle Agency while the postgame scoreboard has been sold to Aamco Transmissions through Sher & Jones. A post-postgame *Lockerroom* show aired only after local games will be sponsored by Swift Dodge through Arthur Katz Advertising. Tom Hedrick will do play-by-play and Bill Grigsby will do color.

KMBC-TV Kansas City will originate four exhibition games for a special regional network of eight stations in Missouri, Kansas and Nebraska. They will be sponsored locally in each market. On KMBC-TV the co-sponsors will be Wilson & Co. through Campbell-Mithun, Falstaff Brewing through Dancer-Fitzgerald-Sample, Plymouth dealers through Young & Rubicam and RCA Victor Distributing Corp. through Associated Advertising Agency. WDAF-TV Kansas City is carrying the NBC-TV coverage of the regular season games and will have a package of pregame and postgame shows. Quarter-sponsorships have been sold to Contractors Supply Co. through Barrett & Yehle, Shakey's Pizza Parlors through Arthur Katz and Household Finance through Needham, Harper & Steers.

**Miami Dolphins** ■ WIOD Miami will originate all the Dolphins' games to an eight-station Florida network for the rights' holder, Miami Dolphin Football Network Inc. Royal Castle System will be half sponsor for the broadcasts with

## CBS cleared of rigging soccer time-outs

CBS said it didn't do it. The FCC said that it accepted CBS's word. As far as those two were concerned the case was closed on the allegations that CBS had told a referee to call false fouls so the network could get in commercials during a televised match (BROADCASTING, May 22).

The commission in May had asked CBS to comment on the reports that referee Peter Rhodes of the National Professional Soccer League said he had called false fouls on instructions from CBS-TV officials.

CBS said it had "not participated,

directly or indirectly, in calling false fouls, in telling players to lie down or feign protest or injury or to propel the ball out of bounds, or in telling the referee to call time-outs for pretended injuries, and that CBS has not participated in any plan to mislead the viewing public. . . ."

Last week the FCC wrote that it accepted CBS's assurances "as consistent with the responsibility of licensees not to mislead the public as to the reason why play is interrupted to permit the insertion of announcements."

the remainder sold locally on a spot basis. Bob Gallagher and Henry Barrow will call the games. Weekly football specials on WIOD include the *George Wilson Show* co-sponsored by Velda Dairies through D'Arcy Advertising, and Miami Linclon-Mercury; *Dial the Dolphins* with Velda Dairies taking half and half open; *George Wilson Warm-Up* sponsored by Miami Skyways Motel and the pregame show sponsored by Sheehan Buick. On a daily basis, WIOD will again carry *Football for Women Only* with Mrs. George Wilson, wife of the Dolphins' coach, giving tips on understanding the game to the ladies. This three-day series has been sold to Velda Dairies.

WCKT(TV) Miami will carry one exhibition game live and in color. Feed to a statewide network is pending. The station also expects to carry a half-hour show preceding all the regular season AFL games. Joe Croghan and Morris McLemore will handle the program. WTVJ(TV) Miami has scheduled one exhibition game. Bob Gallagher will call the game.



**New York Jets** ■ WABC New York will carry the Jets' preseason and regular schedule, going into its fourth year of a five-year contract without a radio network. Liberty Mutual Insurance and Chevron Oil, both through BBDO, Rheingold Beer through Grey



Advertising, and Buick Dealers through Fletcher Richards will sponsor the games. Merle Harmon will call the play-by-play and Dick Young will do color. The pregame show with Howard Cosell and the postgame show with Mr. Young are again being sponsored by Worst-Ed, through Altman, Stoller, Chalk.

WOR-TV New York will cover all five preseason games, two taped and three live. Sponsors are Chrysler through Young & Rubicam; Braniff International through Wells, Rich, Greene; Bankers Trust Co. through Doyle Dane Bernbach, and C. Schmidt's Brewing through Ted Bates. All but Chrysler will sponsor a pregame show. On play-by-play will be Lou Boda; on color George Ratterman. WNBC-TV New York will run the network schedule of league games.

tributed in 64 markets. The package has also been sold to Eastman Chemical Products, through Needham, Harper & Steers, for two 13-week flights next year. Eastman has lined up 35 markets for a run in February and again in August 1968.

United Press International's audio service has added two sports series to its programing. *Football Analysis*, a 12½ minute preview of professional and college football games, which will be aired weekly (Sept. 7-Dec. 21) and allow for three one-minute commercial cutaways, and a series of five 3½ minute programs (Aug. 28-Sept. 1), which will preview pro teams. Both shows will be fed at the bottom of the third audio transmission period (1:10 p.m. NYT). Ed Ingles will narrate both shows.

Castleman D. Chesley Co., Exton-Whitford, Pa., cooperating with Sports Network Inc., New York, plans to produce a 10-game *Notre Dame Football* package on a delayed basis. SNI expects to feed to some 120 TV stations the 90-minute colorcasts (11:30 a.m.-1 p.m.) on Sundays, following the Saturday Notre Dame game. SNI has already signed three national sponsors: Haggard Slacks through Tracy-Locke; General Mills through Knox Reeves, and Stanley Tools through BBDO.

SNI is selling six minutes per game reportedly at \$13,000 per minute. Stations are given an additional six minutes locally. The package includes a 90-minute opening show (Sept. 17) and closing review (Dec. 3). NBC-TV's Jim Simpson will announce the series.

SNI also expects to telecast the Dec. 2 *Orange Blossom Classic*, featuring Florida A & M against a rival team. This color program will be distributed nationally to more than 100 stations.

## Football syndication increasing

Boom in all sports emphasized in gridiron programs as audience and sponsor interest keeps pace

Activity in the football syndication field seems to be on the increase. It was only a few years ago that about the only weekly football show consisted of highlights of the previous week's National Football League game. But audience and sponsor interest has expanded the whole syndication field.

NFL Films Inc., a wholly owned subsidiary of the NFL, this season reports a "substantial increase" in billings. The league's film arm has added two other weekly half-hour color 1967 football series, *NFL East* and *NFL West*, packaged with its perennial staple *Game of the Week*. Company officials said commitments have come in from some 40 markets. Of that number, about 19 stations have signed for all three series.

In 1966, NFL Films sold syndication rights of *Game of the Week* to Screen Gems. This year NFL Films will handle its own distribution.

The company also currently has in syndication a *National Football League Action* 1966 series, sold in 25 markets

through American Express.

For CBS-TV, the company plans to supply film features for insertion into the network's pregame shows.

The AFL's film arm, Tel Ra Inc., has sold distribution rights of its *American Football League Highlights* to Four Star International Inc. This 18-week series of half-hour color programs has been purchased in 25 markets.

Tel Ra also has made tentative arrangements with ABC-TV to film segments for that network's 15-minute pregame show, *College Football Today*.

It also expects to distribute its regular 15-week series, *College Football Highlights* again this year. In 1966, Tel Ra supplied NBC-TV with a half-hour Saturday series *AFL Highlights*. The network will not carry this package in 1967.

**Unitas Stars** ■ Warner Bros.-Seven Arts Television's *The Professionals*, a series of 13 half-hour color specials featuring Johnny Unitas, has been dis-

### Swimming show planned

Kristom Productions, Hollywood, has signed Virginia Hunt Newman, author of "Teaching an Infant to Swim" to do a syndicated TV series. Called *C-mon In-the Water's Fine*, the series will be filmed in color and will feature swimming education and water safety for the entire family. Plans call for appearances by Mrs. Bing Crosby and her children and John Wayne's children, all pupils of Mrs. Newman.

### Parachutists on TV

Color film coverage of the 1967 U.S. Parachuting Championships recently held in Tahlequah, Okla., produced and distributed by Triangle Stations, New York, will first be seen on ABC-TV's *Wide World of Sports* in October. A separate documentary will subsequently be released for syndication by Triangle Program Sales.